

1 -- 168. A system for providing electronic programming to a
2 user, the system comprising:

3 a printed matter having associated therewith at
4 least one sensor, a first controller
5 responsive to an actuation of said sensor,
6 and a transmitter responsive to said first
7 controller for transmitting a coded signal;
8 a second controller having associated therewith a
9 receiver for receiving said coded signal;
10 a display unit having associated therewith means
11 for accessing programming material, and means
12 for displaying or executing said programming
13 material; and

14 wherein said user actuates said sensor to cause said
15 programming material to be accessed and displayed or
16 executed.

17
18 169. A system as defined in claim 168 wherein said display
19 unit further has associated therewith a memory means for
20 storing programming material.

21
22 170. A system as defined in claim 169 wherein said memory
23 means comprises a magnetic disk.

1 171. A system as defined in claim 169 wherein said memory
2 means comprises a PCMCIA card.

3
4 172. A system as defined in claim 169 wherein said memory
5 means comprises a flash RAM.

6
7 173. A system as defined in claim 169 wherein said memory
8 means comprises a cache.

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10 174. A system as defined in claim 169 wherein said memory
11 means comprises a CD-ROM.

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13 175. A system as defined in claim 169 wherein said memory
14 means comprises a DVD.

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16 176. A system as defined in claim 169 wherein said memory
17 means is housed on a remote server.

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19 177. A system as defined in claim 168 wherein said means for
20 accessing programming material operates via a data link.

21
22 178. A system as defined in claim 177 wherein said data link
23 comprises a telephone line.

1 179. A system as defined in claim 177 wherein said data link
2 comprises a computer network.

3
4 180. A system as defined in claim 177 wherein said data link
5 comprises an ISDN network.

6
7 181. A system as defined in claim 177 wherein said data link
8 comprises an ethernet network.

9
10 182. A system as defined in claim 177 wherein said data link
11 comprises a CATV line.

12 *B1*
13 183. A system as defined in claim 177 wherein said data link
14 comprises a wireless network.

15
16 184. A system as defined in claim 168 wherein said display
17 unit comprises a video display.

18
19 185. A system as defined in claim 168 wherein said display
20 unit comprises an audio transducer.

21
22 186. A system as defined in claim 168 wherein said display
23 unit comprises a flat panel display.

1 187. A system as defined in claim 186 wherein said flat
2 panel display is a rigid flat panel display.

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4 188. A system as defined in claim 186 wherein said flat
5 panel display is a flexible flat panel display.

6
7 189. A system as defined in claim 168 wherein said display
8 unit comprises a CATV converter, or wireless cable
9 converter, and a television set coupled thereto.

10
11 190. A system as defined in claim 168 wherein said display
12 unit comprises a personal computer system.

13
14 191. A system as defined in claim 168 wherein said display
15 unit comprises a portable personal computer system.

16
17 192. A system as defined in claim 168 wherein said display
18 unit comprises a personal digital assistant.

19
20 193. A system as defined in claim 168 wherein said display
21 unit comprises an Internet appliance.

22
23 194. A system as defined in claim 168 wherein said display

1 unit comprises a cellular telephone.

2
3 195. A system as defined in claim 168 wherein said display
4 unit comprises a wireless communication device.

5
6 196. A system as defined in claim 168 wherein said
7 programming material is accessed via a network.

8
9 197. A system as defined in claim 196 wherein said network
10 comprises a wireless network.

11 **B1**
12 198. A system as defined in claim 168 wherein said
13 programming material is accessed via the Internet.

14
15 199. A system for displaying programming to a user, the
16 system comprising:

17 a printed matter having at least one recognizable

18 feature;

19 a feature recognition unit having associated

20 therewith means for recognizing said feature

21 and a transmitter for transmitting a coded

22 signal in response to said recognizing;

23 an intelligent controller having associated

1 therewith a receiver for receiving said coded
2 signal and means for accessing programming
3 material; and
4 a display unit for displaying said programming
5 material;
6 wherein said recognition unit, in response to said
7 recognizing, causes said intelligent controller to access
8 said programming material and said display unit to execute
9 or display said programming material.

10
11 *B1* 200. A system as defined in claim 199 wherein said
12 recognizable feature comprises a magnetic code.

13
14 *Sub D1* 201. A system as defined in claim 199 wherein said
15 recognizable feature comprises a series of alphanumeric
16 characters.

17
18 202. A system as defined in claim 199 wherein said
19 recognizable feature comprises a representation of a word or
20 sound.

21
22 203. A system as defined in claim 199 wherein said
23 recognizable feature comprises a barcode.

1 204. A system as defined in claim 199 wherein said
2 recognizable feature comprises a symbol.

3
4 205. A system as defined in claim 199 wherein said
5 recognizable feature comprises a digital watermark.

6
7 206. A system as defined in claim 199 wherein said
8 recognizable feature comprises a code.

9
10 207. A system as defined in claim 199 wherein said
11 recognition means comprises a scanner.

12
13 208. A system as defined in claim 199 wherein said
14 recognition means comprises a magnetic strip reader.

15
16 209. A system as defined in claim 199 wherein said
17 recognition means comprises a voice recognition device.

18
19 210. A system as defined in claim 199 wherein said
20 recognition means comprises a CCD camera.

21
22 211. A system as defined in claim 199 wherein said
23 recognition means comprises a digital PC camera.

1 212. A system as defined in claim 199 wherein said
2 recognition means comprises a keyboard.

3
4 213. A system as defined in claim 199 wherein said
5 recognition means comprises a mechanical mouse device.

6
7 214. A system as defined in claim 199 wherein said
8 recognition means comprises an optical or digital mouse
9 device.

10
11 B1 215. A system as defined in claim 199 wherein said
12 recognition means comprises a digital watermark reader.

13
14 216. A system as defined in claim 199 wherein said display
15 unit comprises a video display.

16
17 217. A system as defined in claim 199 wherein said display
18 unit comprises an audio transducer.

19
20 218. A system as defined in claim 199 wherein said display
21 unit comprises a flat panel display.

22
23 219. A system as defined in claim 218 wherein said flat

1 panel display is a rigid flat panel display.

2
3 220. A system as defined in claim 218 wherein said flat
4 panel display is a flexible flat panel display.

5
6 221. A system as defined in claim 218 wherein said flat
7 panel display is embedded in the printed material.

8
9 222. A system as defined in claim 199 wherein said display
10 unit has associated therewith a buffer for temporarily
11 storing programming material.

12
13 223. A system as defined in claim 199 wherein said display
14 unit has associated therewith means for decompressing
15 compressed programming material.

16
17 224. A system as defined in claim 199 wherein said display
18 unit comprises a CATV converter, or wireless cable
19 converter, and a television set coupled thereto.

20
21 225. A system as defined in claim 199 wherein said display
22 unit comprises a personal computer system.

1 226. A system as defined in claim 225 wherein said personal
2 computer system includes means for decompressing compressed
3 material.

4
5 227. A system as defined in claim 199 wherein said display
6 unit comprises a portable personal computer system.

7
8 228. A system as defined in claim 199 wherein said display
9 unit comprises a personal digital assistant.

10
11 229. A system as defined in claim 199 wherein said display
12 unit comprises an Internet appliance.

13
14 230. A system as defined in claim 199 wherein said display
15 unit comprises a cellular telephone.

16
17 231. A system as defined in claim 199 wherein said display
18 unit comprises a wireless communication device.

19
20 232. A system as defined in claim 199 wherein said system
21 further comprises a storage device for storing programming
22 material.

1 233. A system as defined in claim 232 wherein said storage
2 device comprises a CD-ROM.

3
4 234. A system as defined in claim 232 wherein said storage
5 device comprises a DVD.

6
7 235. A system as defined in claim 199 wherein said memory
8 means is housed on a remote server.

9
10 236. A system as defined in claim 199 wherein said means for
11 accessing programming material operates via a data link.

12
13 237. A system as defined in claim 236 wherein said data link
14 comprises a telephone line.

15
16 238. A system as defined in claim 236 wherein said data link
17 comprises a computer network.

18
19 239. A system as defined in claim 236 wherein said data link
20 comprises an ISDN network.

21
22 240. A system as defined in claim 236 wherein said data link
23 comprises an ethernet network.

1 241. A system as defined in claim 236 wherein said data link
2 comprises a CATV line.

3
4 242. A system as defined in claim 236 wherein said data link
5 comprises a wireless network.

6
7 243. A system as defined in claim 199 wherein said
8 programming material is accessed via a network.

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10 244. A system as defined in claim 243 wherein said network
11 comprises a wireless network.

12
13 245. A system as defined in claim 199 wherein said
14 programming material is accessed via the Internet.--